An International Comparison of Models of Innovation: What is to be learned about the New Zealand Situation

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The Sample

Qualtrics Sample

- Sweden (n=164)
- Finland (n=90)
- Denmark (n=38)
- Australia (n=101)
- New Zealand (n=108)
Analysis

• Discourse Analysis
• Six main areas of innovation identity identified
  – Industries
  – Beliefs about innovation
  – Limits to innovation
  – Reasons for success
  – Prominent figures
  – Prominent companies
Innovation Identities

• By comparing NZ innovation identity with those of other nation’s lessons can be learned.
• I’ll highlight points of similarity and divergence
• I’ll point out potential ideas regarding the NZ innovation landscape that might be garnered via comparison
Australia

*CSIRO

Medical technologies

Innovation as a way to keep up in the world
*History of being resourceful

Prominent National Industries

Beliefs about Innovation

Limits to Innovation

Reasons for Success

Prominent Figures

Prominent Companies

*CSIRO-Australian Commonwealth Scientific Research Organisation
*Dick Smith-Electronics Stores, Australian Made
*Fred Hollows-affordable eye surgery
*Ian Frazer-vaccine for cervical cancer
*Gustav Nossal-immunology
*Fiona Wood-burn treatment
*Howard Florey-Penicillin
*Lance Hill-Hills Hoist

*Geographic isolation
*Resourcefulness

*Money
*Geographic isolation
*Most end up in the hands of offshore companies

Lincoln University
Te Whare Wānanga o Aotearoa
CHRISTCHURCH-NEW ZEALAND
Prominent National Industries

Beliefs about Innovation

Limits to Innovation

Reasons for Success

Prominent Figures

Prominent Companies

Finland

Prominent National Industries

Prominent Companies

Arturri Virtanen-Nobel laureate in chemistry

*Nokia
*Linux

*Communications
*Pulp and Paper
*Medical technologies
*Gene technologies

*Innovation important for world recognition

*Money

*Educated populous
*Long distance between towns spurred communication technology
*War reparations contributed to industrialization

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Conclusions

• Within New Zealand there is a lack of awareness of innovation. Prominent figures and companies aren’t known. One could argue that the people of a nation must first recognize the nation as innovative before the world is likely to give the nation any recognition in this regard.
• Respondents from the top innovation performing countries mentioned the quality of the educational system as being key to their success. While the New Zealand education system performs highly in international comparisons and is likely on par with these top performing nations, pride in education and educational achievement could be greatly improved within New Zealand.

• Within the prominent figures categories for all the countries analyzed, technology user inventors were infrequently mentioned
Future Research

• Look at past agricultural nations which have been successful in diversifying their economy
• Look at media portrayal of innovation within New Zealand and compare with portrayal in other nations
• Look at media portrayal of user inventors in New Zealand and abroad